EXAMINER'S AMENDMENT/COMMENT

Allowable Subject Matter

The following is an examiner's statement of reasons for allowance:

The prior art neither teaches nor suggests all the features recited in claims presently presented claims 1, 6 and 60. When considering the limitations as recited in their entirety of said claims, the prior art neither teaches nor suggests all of said limitations as persuasively argued by Applicant on pages 12 – 14 of Applicant's 10/3/2012 arguments.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Examiner's Amendment

An examiner's amendment to the record appears below. Should the changes

and/or additions be unacceptable to applicant, an amendment may be filed as provided

by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be

submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview

with Michael W. Zimmerman (Reg. No. 57,993) on 11/26/2012.

IN THE CLAIMS:

1.   (Currently Amended) A system for estimating a number of times ~~digital~~ content has been ~~displayed~~ accessed via a network, the system comprising:

an estimating device to determine an estimate of a number of times that a webpage has been accessed at a web server;

a prober to repeatedly ~~request~~ send requests to the web server for the webpage and, in response, receive content files; and

a statistical summarization system including a processor to determine a number of times that a first content object is included in the content files received in response to the requests, determine a total number of ~~times that the webpage has been requested~~ the requests, and estimate ~~the~~ a number of times that the first content object has been ~~displayed to~~ accessed by visitors of the webpage ~~based on (1) the number of times that the first content object was included in the content files received in response to the requests, (2) the total number of times that the webpage was requested, and (3) the estimate of the number of times that the webpage has been accessed~~ by:

determining a rotation rate for the first content object by dividing the number of times that the first content object was included in the content files received in response to the requests by the total number of the requests; and

determining the number of times that the first content object has been accessed by visitors by multiplying the estimate of the number of times that the webpage has been accessed by the rotation rate.

2.   (Previously Presented) The system of claim 1, wherein the estimating device is to receive the estimate of the number of times that the webpage has been accessed from at least one proxy cache server.

3.   (Cancelled).

4.   (Currently Amended) The system of claim 1, further comprising a sampling device that includes:

an extractor to locate a fragment of the ~~web page~~ <u>webpage</u> that includes the first content object; and

a classifier to perform a structural analysis of the fragment to classify the ~~digital~~ content.

5.   (Cancelled)

6.   (Currently Amended) A method of estimating a number of times ~~digital~~ content has been ~~displayed~~ <u>accessed</u> via ~~on~~ a network, the method comprising:

repeatedly ~~requesting~~ <u>sending requests for</u> a webpage and, in response, receiving content files;

determining a number of times that a first content object is included in the content files received in response to the requests; and

estimating, with a processor, ~~the~~ <u>a</u> number of times that the first content object has been ~~displayed to~~ <u>accessed by</u> visitors of the webpage ~~based on (1) the number of times that the first content object was included in the content files received in response to the requests, (2) a total number of times that the webpage was requested, and (3) an estimate of the number of times that the webpage has been accessed~~ <u>by:</u>

determining a rotation rate for the first content object by dividing the number of times that the first content object was included in the content files received in response to the requests by a total number of the requests; and

determining the number of times that the first content object has been accessed by visitors by multiplying an estimate of the number of times that the webpage has been accessed by the rotation rate.

7-69.　(Cancelled)

70.　(Currently Amended) A ~~tangible machine readable medium~~ storage device or storage disk storing instructions that, when executed, cause a machine to at least:

repeatedly ~~request~~ sending requests for a webpage;

determine a number of times that a first content object is included in content files received in response to the requests; and

estimate ~~the~~ a number of times that the first content object has been ~~displayed to~~ accessed by visitors of the webpage ~~based on (1) the number of times that the first content object was included in the content files received in response to the requests, (2) a total number of times that the webpage was requested, and (3) an estimate of the number of times that the webpage has been accessed~~ by:

determining a rotation rate for the first content object by dividing the number of times that the first content object was included in the content files received in response to the requests by a total number of the requests; and

determining the number of times that the first content object has been

accessed by visitors by multiplying an estimate of the number of times that the

webpage has been accessed by the rotation rate.

71.   (Currently Amended) A ~~machine readable medium~~ storage device or

storage disk as defined in claim 70, wherein at least a portion of the estimate of the

number of times that the webpage has been accessed is received from a proxy.

72.   (Currently Amended) A ~~machine readable medium~~ storage device or

storage disk as defined in claim 70, wherein the instructions stored on the ~~machine~~

~~readable medium~~ storage device or storage disk are to be executed by an advertising

prevalence system.

73.   (Currently Amended) A ~~machine readable medium~~ storage device or

storage disk as defined in claim 70, wherein at least a portion of the estimate of the

number of times that the webpage has been accessed is received from at least one

panelist computer.

74.   (Currently Amended) A ~~machine readable medium~~ storage device or

storage disk as defined in claim 70, wherein the content object is an advertisement.

75.   (Cancelled)

76.   (Previously Presented) A system as defined in claim 1, wherein at least a

portion of the estimate of the number of times that the webpage has been accessed is

received from a proxy.

77.   (Previously Presented) A system as defined in claim 1, wherein the

system comprises an advertising prevalence system.

78.   (Previously Presented) A system as defined in claim 1, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from at least one panelist computer.

79.   (Previously Presented) A system as defined in claim 1, wherein the content object is an advertisement.

80.   (Cancelled)

81.   (Previously Presented) A method as defined in claim 6, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from a proxy.

82.   (Previously Presented) A method as defined in claim 6, wherein the method is performed by an advertising prevalence system.

83.   (Previously Presented) A method as defined in claim 6, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from at least one panelist computer.

84.   (Previously Presented) A method as defined in claim 6, wherein the content object is an advertisement.

85.   (Cancelled)

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN MACILWINEN whose telephone number is (571)272-9686. The examiner can normally be reached on M-F 9:00AM - 5:00PM EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Glen Burgess can be reached on (571) 272-3949. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JOHN MACILWINEN/
Primary Examiner, Art Unit 2442